DOCUMENT RESUME

ED 165 865 JC 790 140

TITLE	Educational Needs of Johnson County Businesses.
INSTITUTION	Johnson County Community Coll., Overland Park, Kans.
PUB DATE	30 May 78
NOTE	28p.
EDRS PRICE	MF-$0.83 HC-$2.06 Plus Postage.
DESCRIPTORS	*Business Education; Business Skills; Community Colleges; Community Surveys; Educational Needs; *Employer Attitudes; Inplant Programs; Inservice Courses; *Inservice Programs; *Junior Colleges; *Labor Education; Needs Assessment; Off the Job Training; On the Job Training; School Industry Relationship

ABSTRACT

For the last few years, courses (credit and non-credit) have been offered on-site at a number of businesses within Johnson County, Kansas. This study aimed to acquaint county businesses with Johnson County Community College programs and to identify course areas in which businesses would like employees to obtain instruction. The 10 areas of most frequently expressed interest were: management skills, salesmanship, business skills, job-related skills, human relations, communications, secretarial skills, business writing, technical skills, and data processing. About one-third of the businesses had space for on-site instruction and 22% preferred on-site rather than campus instruction. Some businesses wanted employees to obtain additional education, but not necessarily through an in-house training program. About half the companies felt employees preferred classes with the following characteristics: credit or certificate of completion; evenings or weekends; four hours or less per week; and six months or less with most preferring less than three months. Changes in technology had affected and were expected to continue to affect more than 60% of the businesses during the next five years. Electronics, certification requirements, data processing, legislation, management and business procedures, automation, and energy costs were identified as major areas of change. Data tables are included and the survey instrument is appended. (Author/MB)

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ED165865

EDUCATIONAL NEEDS OF JOHNSON COUNTY BUSINESSES

MAY 30, 1978

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JC 790 140

Office of Institutional Research
Johnson County Community College
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ABSTRACT

For the last few years, courses (credit and non-credit) have been offered on-site at a number of businesses within Johnson County. Many county businesses, however, are not familiar with the on-site training program. This study had the following two purposes: acquaint county businesses with JCCC's programs and identify some course areas in which businesses would like employees to obtain instruction.

The ten instructional areas in which businesses most frequently expressed interest are listed below:

- Management Skills
- Salesmanship
- Business Skills
- Job Related Skills
- Human Relations
- Communications
- Secretarial Skills
- Business Writing
- Technical Skills
- Data Processing

About one-third of the businesses had space for on-site instruction. Twenty-two percent prefer instruction on-site rather than on the College campus or at a site close to the company. Thus, the number of companies interested in on-site instruction appears to be related to the availability of on-site classroom space. Some businesses, however, appear to want employees to obtain additional education, but not necessarily through an in-house training program. About 40 percent are interested in campus instruction.

About half the companies feel employees prefer classes with the following characteristics:

- Credit or certificate of completion
- Evenings or weekends
- Four hours or less per week
- Six months or less with most preferring less than three months

However, there are a variety of other needs, so courses should be designed to meet a variety of needs.

Changes in technology have affected and will continue to affect more than 60 percent of the businesses during the next five years. Electronics, certification requirements, data processing, legislation, management and business procedures, automation and energy costs and sources have been and will be the major general areas of change.

Office of Institutional Research

May 1978

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EDUCATIONAL NEEDS OF JOHNSON COUNTY BUSINESSES

I. INTRODUCTION

Prior to the opening of Johnson County Community College (JCCC) in 1969, businesses within the county were surveyed to determine their needs for post-secondary educational programs. Since 1969, JCCC has increased from a fall credit enrollment of 1,380 to 5,544. In addition, the non-credit enrollment is over 5,000 per semester. During the same time period, there have been major changes in a variety of occupational fields. New careers have emerged while certification requirements have expanded in other areas. Meeting the changing educational needs of the community is a major commitment of JCCC.

The Continuing Education Division at JCCC has been offering a number of courses (credit and non-credit) on-site at a number of businesses within the country. For many employers, the on-site course is more convenient than a course normally taught on the JCCC campus. One problem, however, is to identify which types of courses would be most beneficial to the employees and employers.

This study had two purposes. One was to acquaint county businesses with JCCC's on-site training program and overall educational programs. The second was to identify some course areas in which businesses would like their employees to obtain instruction.

II. METHODOLOGY

The current procedure for mailing credit and non-credit schedules sends those schedules to most businesses within the county that have a post office box number. Other businesses do not receive schedules. To

familiarize other businesses with the educational offerings of JCCC. a Spring 1978 schedule was sent during January to all businesses within the county for which an address could be obtained. Labels were purchased from a local business directory firm. Addresses for firms in DeSoto, Gardner, Edgerton and Spring Hill were obtained from the telephone directory.

During February and March, a questionnaire (Appendix B) was sent to the same businesses. A letter from the Academic Vice President accompanied the survey. In addition, a Continuing Education brochure describing the on-site educational program was included for 1,500 companies (all companies known to have at least 26 employees plus a number of other companies selected at random).

III. PROGRAM NEEDS

A number of telephone inquiries and letters have been received by both the Academic Vice President and the Director of Continuing Education as a result of this survey. Businesses have written either to express an interest in a company training program or to encourage JCCC to explore the addition of a new career program.

In-House Training Programs (Table 2)

More than half (52 percent; N=183) the respondent businesses currently have an in-service training program for all staff. Another fourteen percent (N=49) have an in-service program only for new staff. Approximately seven percent (N=26) do not have such a program, but would like to develop one. The remaining 27 percent (N=94) do not have a program and are currently not interested in developing one.

Areas of Employee Instruction (Table 1)

Table 1 shows for some specific instructional areas the number of firms who currently provide instruction and the number of firms who want instruction for their employees. Some companies already provide training in an area, but would also like additional instruction.

The numbers who want instruction in some areas are higher than would have been expected on the basis of expressed company interest in development of an in-house training program. It would appear that many companies want employees to increase their knowledge and skill in certain areas, but do not necessarily want the courses to be part of an in-house training program.

The ten most frequently mentioned areas are listed below together with the number of companies expressing interest.

Management skills (N=99)	Communications (N=50)
Salesmanship (N=98)	Secretarial skills (N=49)
Business skills (N=74)	Business writing (N=45)
Job Related skills (N=64)	Technical skills (N=37)
Human relations (N=59)	Data Processing (N=27)

Location of Instruction (Table 2)

Approximately one-third (35.5 percent, N=125) of the companies prefer instruction on the college campus. Another one-third either prefer the instruction to be on-site (14.8 percent, N=52) or at a site close to the company (15.3 percent, N=54). A number of companies gave more than one location choice. When their responses are combined with the single responses, 40.6 percent (N=143) prefer the College campus, 25.5 percent (N=90) prefer a site close to the company and 21.9 percent (N=77) prefer on-site. The remaining 24 percent (N=85) did not respond, so probably are not interested.

About one-third (33.8 percent, N=119) of the companies indicated that they had space available on-site for classroom use. That percentage is similar to the percentage indicating a preference for instruction on-site or close to the company. Thus, interest in on-site instruction may be related to the availability of classroom space on-site.

Credit or Non-Credit (Table 2)

Approximately half of the companies feel that employees either want credit (26 percent, N=92) or a certificate of completion (22 percent, N=78). About one-third (33.5 percent, N=118) of the companies felt that neither credit nor a certificate were necessary. The remaining 18 percent (N=64) did not respond.

Time for Instruction (Table 2)

Slightly more than one-third (37.8 percent, N=133) prefer instruction in the evening. Weekends or combinations of weekends with mornings or evenings are prefered by 14.8 percent (Weekends-1.7 percent; Mornings or weekends-0.9 percent; Evenings or weekends-12.2 percent). Approximately 25 percent prefer morning, afternoon or some combination of morning, afternoon and evening classes (16.5 percent-combination of morning, afternoon and evening; 4.3 percent-morning only; 2.8 percent-afternoon only; 0.9 percent-morning and evening). The remaining 23 percent did not respond.

Hours per Week (Table 2)

More than on-third (37.8 percent, N=133) of the companies felt that employees preferred instruction lasting two to four hours per week. Another 21.6 percent (N=76) prefer instruction to be less than two hours per week. Thirteen companies (3.7 percent) prefer instruction to be five or more hours. The remaining 36.9 percent are not interested in instruction or did not respond.

Number of Months (Table 2)

More than one-fourth (27.6 percent, N=97) of the companies felt employees would prefer a program for one to three months. About one out of ten (10.8 percent, N=38) prefer instruction to last less than one month. Another twenty percent prefer four or more months (13.6 percent-four to six months; 5.9 percent-more than six months). Another 2.8 percent (N=10) have no preference. The remaining 45.2 percent have no interest or did not respond.

IV. RESPONDENT CHARACTERISTICS

Company Size

About two-thirds of the businesses in Johnson County have from one to five employees. Another 25 percent of the county businesses hire between six and 25 employees. Slightly less than eight percent of the county businesses hire 26 or more employees.

A number of businesses sent back their survey and indicated they were a one person business. Those surveys were excluded from the data compilation. Many other persons probably made the decision not to respond for precisely that same reason.

The distributions by company size for the responding companies and all county businesses are shown in Table 3. Small companies with less than six employees responded less frequently than did the larger companies. For example, 32.7 percent of county businesses hire 6 or more employees; while 60.6 percent of the respondents hire 6 or more employees.

Business Type

There was a great diversification in the type of businesses that responded to the survey. The five major types are listed below:

- Health
- Wholesale Trade-Durable Goods
- Retail Stores
- Business Services
- Insurance

Table 4 summarizes the businesses using 22 major categories.

Location of Businesses

Appendix A shows a distribution for county businesses by company size and zip code. Table 5 shows the distribution of respondent businesses by zip code. The businesses were primarily in the Olathe and Shawnee Mission areas. The factor of business size undoubtedly influenced the response in the other areas. However, there may be more of a need in those other areas for JCCC to demonstrate what benefits can be obtained from a JCCC course.

Education Requirements for Jobs

Table 6 shows the number of jobs that companies indicated required a variety of education levels. The data should be interpreted with care since there appeared to be some problems in differentiating the various education levels. Almost 70 percent had jobs for persons with one to three years college. About 50 percent of the companies had no jobs that required four years of college. At the other extreme, 81 percent had no jobs for persons who had attended high school but did not graduate. About 50 percent of the companies did not have jobs for persons with high school, but no college.

Hire JCCC Graduates

Approximately one out of five (18.8 percent, N=66) responding companies had hired a JCCC graduate. Approximately 75 percent of these companies

considered the performance of those JCCC graduates as excellent or above average (excellent-27.3 percent, N=18; above average-47.0 percent, N=31). The remaining graduates were rated average (21.2 percent, N=14) or poor (1.5 percent, N=1). Two companies did not rate the performance of the graduates.

V. TECHNOLOGICAL CHANGES

The county businesses were asked what changes had occurred in their businesses during the last five years that required or will require retraining of their employees. They were also asked if they anticipated any major technological changes which may affect their businesses during the next five years.

Changes Last Five Years

Almost seventy percent of the responding companies felt that some change had occurred in their business during the last five years which required employee retraining. The major changes can be classified into the five general categories listed below:

- Technology
- Certification requirements
- Data Processing
- Legislation
- Management

The majority of responses were related to rapid changes in technology. Electronics, automobile repair, printing, health fields were each mentioned specifically by at least five firms. In addition, many businesses made general comments like "rapid growth of electronic industry" and "introduction of high technology products."

Certification requirements are becoming increasingly important in many fields. Fourteen firms mentioned insurance and real estate continuing education needs. Others specifically mentioned were accounting, agriculture and health related. A number of companies made statements like "program certification requires in-service training."

Data Processing has had an impact on a large number of businesses in a variety of ways. Most changes have occurred because a company purchased electronic data processing equipment for the first time. Employees need to know how to use the equipment effectively. They also need to learn how to review current policies and procedures for possible changes to take advantages of computer capabilities.

Legislation, both Federal and State, has had significant effects in a number of ways. More stringent bookkeeping requirements are one aspect. Legislation has also had an impact on the growing certification requirement for persons employed in a variety of jobs.

The expansion of legislation has also been one factor leading to a need for improved management procedures. Costs need to be controlled while quality needs to be increased.

Changes Next Five Years

Slightly more than sixty percent of the responding companies felt that their business would be affected during the next five years by major technological changes. The changes were similar to those mentioned as changes during the last five years, but there were some differences. The major changes can be classified into the six general categories listed below:

- Data Processing
- Technology - Electronics
- Energy Costs and Sources
- Legislation
- Automation
- Business Procedures

Changes in automobiles, printing, health care, veterinarian care, and pesticides were also mentioned by a number of respondents.

TABLE 1

EDUCATIONAL AREAS IN WHICH COMPANIES
ALREADY PROVIDE TRAINING OR WANT TO PROVIDE
INSTRUCTION

Educational Area	Number of Companies*		
	Provide Training	Want Instruction	Provide Training and Want Instruction
Adult Basic Education	8	14	3
Biology	3	4	0
Business Skills	88	74	33
Business Writing	22	45	8
Chemistry and Physics	2	5	2
Communications	70	50	24
Data Processing	28	27	8
Electronics	8	15	4
Engineering	16	13	7
General Education	7	11	0
Health Sciences	24	16	10
Human Relations	63	59	21
Management Skills	106	99	43
Mathematics	15	20	8
OSHA Requirements	22	24	8
Physical Fitness	6	6	1
Salesmanship	138	98	64
Security and Theft Prevention	31	22	14
Secretarial Skills	52	49	16
Job Related Skills	134	64	36
Technical Skills	57	37	19
Other	18	22	4

*Numbers refer to number of companies giving that response.

TABLE 2

FACTORS INFLUENCING INSTRUCTIONAL OFFERINGS

Factor	Number	Percent
Have In - service Training Program		
Yes, for all staff	183	52.0
Yes, but only for new staff	49	13.9
No, but would like to develop one	26	7.4
No	86	24.4
No response	8	2.3
Employees prefer courses granting credit		
Yes, majority would like credit	92	26.1
No, but would like certificate of completion	78	22.2
No, doesn't matter	118	33.5
No response	64	18.2
Instruction location preferred		
On-site	52	14.8
Site close to company	54	15.3
College campus	125	35.5
On-site or close to company	18	5.1
Close to company or on campus	11	3.1
No preference	7	2.0
No response	85	24.1
Time for instruction		
Morning	15	4.3
Afternoon	10	2.8
Evening	133	37.8
Combination of above	58	16.5
Mornings or weekends	3	0.9
Weekends	6	1.7
Evenings or weekends	43	12.2
Mornings or evenings	3	0.9
No response	81	23.0

TABLE 2

FACTORS INFLUENCING INSTRUCTIONAL OFFERINGS

Factor	Number	Percent
Hours per week		
Less than two	76	21.6
Two to four	133	37.8
Five or more	13	3.7
Not interested	45	12.8
No response	85	24.1
Number of months		
Less than one	38	10.8
One to three	97	27.6
Four to six	48	13.6
More than six	20	5.9
Not interested	48	13.6
No preference	10	2.8
No response	91	25.9

TABLE 3

RESPONDENT COMPANY SIZE
COMPARED TO ALL COUNTY BUSINESSES

Number of Employees	Respondents		All County Business
	Number	Percentage	
Five or Less	134	39.4%	67.3%
6 - 10	62	18.2	14.4
11 - 25	75	22.1	10.5
26 - 50	24	7.0	4.2
51 - 100	19	5.6	2.1
101 - 250	14	4.1	0.8
251 - 500	7	2.1	0.5
500 or More	5	1.5	0.2

TABLE 4

MAJOR TYPE* OF BUSINESS

Type of Business	Number of Companies
Health	39
Wholesale Trade - Durable Goods	38
Business Services (Advertising, commercial art, etc.)	36
Retail Stores	36
Insurance, Companies and Agents	32
Miscellaneous Manufacturing	19
Banking and Credit Agencies	16
Real Estate, Other Investment	16
Automotive Repair Services, Dealers	15
Wholesale Trade - Nondurable Goods	13
Construction - Building and Special Trade	11
Personal Services (Photographers, laundries, etc.)	9
Eating and Drinking Places	8
Printing, Publishing, Allied	8
Social Services	8
Transportation	6
Amusement	5
Agricultural Services	4
Food Stores	4
Legal or Educational Services	4
Membership Organizations	4
Miscellaneous	21

*Standard Industrial Classification. Five companies did not respond to this question.

TABLE 5

LOCATION OF RESPONDENT BUSINESSES

Location		Number
De Soto		1
Edgerton		1
Gardner		5
Spring Hill		3
Olathe		42
Shawnee Mission		
66201	(Post Office boxes)	13
66202		49
66203		27
66204		37
66205		20
66206		18
66207		16
66208		29
66209		1
66210		2
66211		10
66212		30
66214		11
66215		17
66216 - 17		4
66218 - 20		4
Outside County*		3

*Some questionnaires were forwarded to businesses that had moved outside the county; nine companies did not supply a zip code.

TABLE 6

NUMBER OF JOBS BY EDUCATION REQUIREMENTS

Number of Jobs in Company	Number of Companies
Four or more years college required	
1 - 4	111
5 - 9	29
10 - 19	18
20 - 49	11
50 - 99	5
100 or more	6
No jobs	172
Two or three years college required	
1 - 4	111
5 - 9	10
10 or more	20
No jobs	211
Training beyond high school but less than two years college	
1 - 4	121
5 - 9	31
10 - 19	14
20 - 49	12
50 or more	11
No jobs	163
High school diploma required, but no college	
1 - 4	87
5 - 9	34
10 - 19	20
20 - 49	10
50 or more	22
No jobs	172
High school attendance, but not graduation	
1 - 4	30
5 - 9	7
10 - 19	14
20 - 49	9
50 or more	8
No jobs	284

APPENDIX A

JOHNSON COUNTY BUSINESSES BY
SIZE AND ZIP CODE

NUMBER OF JOHNSON COUNTY BUSINESSES*
BY SIZE AND ZIP CODE

Zip Code	Number of Employees								Total Businesses
	1-5	6-10	11-25	26-50	51-100	101-250	251-500	500+	
66061	501	90	68	37	19	9	2	2	728
66201**	25	3	6	2	2	2	1	0	41
66202	541	114	93	38	9	6	6	0	807
66203	371	96	64	19	9	0	0	0	559
66204	516	84	53	27	7	2	2	1	692
66205	260	71	53	15	12	4	3	0	418
66206	161	40	27	13	5	1	0	0	247
66207	202	44	27	8	3	2	1	0	287
66208	396	64	37	17	7	3	0	0	524
66209	7	1	0	2	0	0	0	0	10
66210	22	4	7	2	1	0	2	0	38
66211	91	18	14	4	3	0	2	1	133
66212	464	99	50	30	19	7	0	1	670
66214	113	45	41	10	10	10	4	4	237
66215	239	67	69	28	17	3	4	0	427
66216	78	11	5	1	0	0	1	0	96
66217-18	18	4	3	1	0	1	0	0	27
66219-20	10	6	5	0	2	0	0	0	23
66222-23	26	5	6	1	2	1	0	0	41
TOTAL:	4,041	866	628	255	127	51	28	9	6,005

*There are approximately 6,300 businesses in Johnson County. The data in the table are for the Shawnee Mission and Olathe area. There is no known source which presents the remaining 295 firms by company size.
**Post Office Box Numbers
Source.--Contacts Influential, 1978.

APPENDIX B

SURVEY INSTRUMENT AND CORRESPONDENCE

JOHNSON COUNTY COMMUNITY COLLEGE • College Boulevard at Quivira Road • Overland Park, Kansas 66210 • Phone AC 913-888-8500

February, 1978

Johnson County Community
College is exploring ways
to expand current programs . . .

During the last several years there have been major changes in a variety of occupational fields. New career fields have also emerged while certification requirements have expanded in other areas. Meeting the changing educational needs of the community is a major commitment of JCCC.

When the College began in 1969, we sought your advice and counsel. We are once again seeking your opinion as an employer with a business in Johnson County in order that we can effectively respond to your current and future needs.

To assist us in this venture, please complete the brief questionnaire which is enclosed with a postage-paid envelope. If you have any questions, please call Bob Demeritt, Director of Continuing Education, at 888-8500, Extension 591.

Thank you.

Judith Eaton
Academic Vice President

Enclosure

EDUCATIONAL NEEDS OF JOHNSON COUNTY BUSINESSES

Johnson County Community College is seeking information from county businesses concerning changing educational needs within the county. As an employer in Johnson County, your responses are important. The information provided will remain confidential and will not obligate you in any way. Feel free to call Bob Demeritt, Director of Continuing Education, at 888-8500, Extension 591, if you have any questions.

NAME:_____ POSITION:_____

COMPANY:_____ ADDRESS:_____

CITY:_____ STATE:_____ ZIP:_____ PHONE:_____

Major Type of Business:_____

Number of Employees:_____

1. Approximately how many jobs in your company require the following level of education?

   Four or more years of college _____
   Two or three years of college _____
   Training beyond high school, but less than two years of college _____
   High school graduation _____
   High school attendance, but not graduation _____

2. What changes have occurred in your business during the last five years that have required or will require retraining of your employees?

3. Do you anticipate any major technological changes which may affect your business during the next five years?

   ☐ Yes ☐ No

   If yes, what specifically?

4. Do you have an in-house training program?

- ☐ Yes, for all staff
- ☐ Yes, but only for new staff
- ☐ No, but would like to develop one
- ☐ No

If yes, in which of the following areas do you provide training?

- ☐ Adult basic education (reading, basic math)
- ☐ Biology
- ☐ Business Skills
- ☐ Business Writing
- ☐ Chemistry and Physics
- ☐ Communications
- ☐ Data Processing
- ☐ Electronics
- ☐ Engineering
- ☐ General Education
- ☐ Health Sciences
- ☐ Human Relations
- ☐ Management Skills
- ☐ Mathematics
- ☐ OSHA Requirements
- ☐ Physical Fitness
- ☐ Salesmanship
- ☐ Security and Theft Prevention
- ☐ Secretarial Skills
- ☐ Job Related Skills (Please specify_____)
- ☐ Technical Skills (Please specify_____)
- ☐ Other (Please specify_____)

5. In which of the following areas, would you like to have instruction for your employees.

- ☐ Adult basic education (reading, basic math)
- ☐ Biology
- ☐ Business Skills
- ☐ Business Writing
- ☐ Chemistry and Physics
- ☐ Communications
- ☐ Data Processing
- ☐ Electronics
- ☐ Engineering
- ☐ General Education
- ☐ Health Sciences
- ☐ Human Relations
- ☐ Management Skills
- ☐ Mathematics
- ☐ OSHA Requirements
- ☐ Physical Fitness
- ☐ Salesmanship
- ☐ Security and Theft Prevention
- ☐ Secretarial Skills
- ☐ Job Related Skills (Please specify_____)
- ☐ Technical Skills (Please specify_____)
- ☐ Other (Please specify_____)

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6. Do you have space at your site suitable for use as a classroom?

☐ Yes ☐ No

7. Would employees prefer courses which grant credit?

☐ Yes, majority would like credit
☐ No, but would like certificate of completion
☐ No, doesn't matter

8. Would employees prefer:

☐ Instruction at a site close to your company
☐ Instruction on college campus

9. What time would best suit the needs of your employees:

☐ Morning
☐ Afternoon
☐ Evening
☐ Combination of the above
☐ Weekends

10. How many hours per week would most employees prefer to have training or education provided?

☐ Less than two hours per week
☐ Two to four hours per week
☐ Five or more hours per week
☐ Not interested

11. How long would most employees want such a program to continue?

☐ Less than one month
☐ One to three months
☐ Four to six months
☐ More than six months
☐ Not interested

12. Have you ever hired a graduate of Johnson County Community College?

☐ Yes ☐ No

If yes, how would you rate the person(s)' performance?

☐ Excellent
☐ Above Average
☐ Average
☐ Fair
☐ Poor (Any particular reason?

JOHNSON COUNTY COMMUNITY COLLEGE THANKS YOU FOR YOUR ASSISTANCE. Please return the questionnaire in the enclosed envelope.